

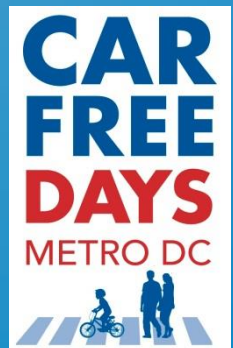
National Capital Region Transportation Planning Board

July 17, 2013



Car Free Day Background

- Event started in Europe in 1995, went global in 2000
- Part of International Mobility Week
- One or more days during Mobility Week, cities set aside an area for pedestrians, cyclists and transit, ordinarily used by cars
- Car Free Day is celebrated in 1,500 cities in 40 countries
- World Car Free Day is September 22nd

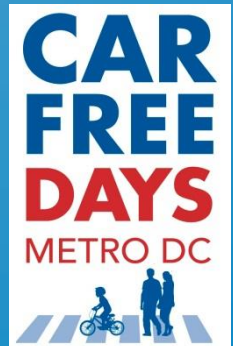


International



Car Free Day Background

- First took place in the District in 2007
- TPB supported regional rollout in 2008 with COG's Commuter Connections program
- Promotes and organizes the annual Car Free Day event along with its network members
- Invites Washington region citizens to try alternative forms of transportation such as transit, bicycling and walking
- Includes car-lite methods such as carpooling



2012 Media Coverage

FairfaxNews

The Washington Post



YAHOO!



The Washington Times



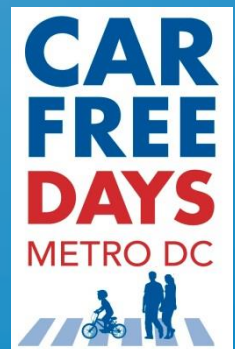
2012 Media Coverage Headlines

| | |
|---|---|
| A World Without Cars | Get Out and Explore DC with Car Free Day Sept. 22 |
| Advocates urge D.C. to go car free for a day | Go Car Free Sept. 22nd |
| Attract New Customers on Car Free Day | Happy Car Free Day |
| Break Your Automobile Addiction | Park It - Go Car Free on September 22nd |
| Car Free Day - Reflect on Transportation Options | Safety and Awareness are Key for CFD 2012 |
| Car Free Day is Saturday | Saturday is International Car Free Day |
| Car Free Day is Tomorrow | The Reason Car-Free Day is on Saturday |
| Car Free DC, at least for a day | There is Still Time to Pledge to Go Car Free |
| Ditch your car this week! We double-dog dare you | Washington Region to Join the World in Celebrating CFD |



Open Participation

- Pledge to be Car Free at www.carfreemetrodc.org
 - ✓ Commuters
 - ✓ Students
 - ✓ Families
- Primary targets are SOV drivers
- Secondary group are those already in Car Free travel modes
- 7,000 pledges received in 2012



2012 Car Free Day Web Site



September 22, 2012



Pledge today for a chance to WIN an Apple iPad, bicycle, or other great prizes



- HOME
- WHAT is car free day?
- HOW to be car free?
- EVENTS and special promotions
- NEWS
- SPONSORS
- CONTACT drop us a line



TAKE THE CAR FREE CHALLENGE
PLEDGE TO BE CAR FREE

Car Free Day Pledge Count:

7166

...and counting!

Be one of many that will reduce or eliminate the use of their car on Sept. 22, 2012

PARK IT.

for the whole day, or drive less on saturday, september 22

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012.

Go Car Free or Car-Lite and make a difference by bicycling, walking, carpooling or taking transit.

Pledge even if you're already using these transportation alternatives.



Car Free Day




CAR FREE DAYS


METRO DC



2012 Pledge Form



September 22, 2012



Pledge today for a chance to WIN an Apple iPad!

[HOME](#) | [WHAT is car free day?](#) | [HOW to be car free?](#) | [EVENTS and special promotions](#) | **PLEDGE to be car free day** | [NEWS](#) | [SPONSORS](#) | [CONTACT drop us a line](#)

Pledge to be Car Free!

Take the Car Free Day Pledge, and you are eligible to win great prizes like an Apple iPad, courtesy of Base Technologies! You can still pledge and get a chance to win prizes even if you're already using alternative transportation modes, such as bicycles, transit, teleworking, and carpooling.

* All pledges made through 5:00 p.m. Eastern Standard Time on Saturday September 22, 2012 will be entered into the prize raffle drawing.

Prize eligibility is available to those physically living or working in the Washington D.C. Metropolitan Statistical Area as defined by the Office of Management and Budget.

I pledge that On Saturday September 22, 2012 I will eliminate or reduce my driving. This includes trips for work and to run errands.

On this day, I will get around by (check all that apply)

- Bicycle
- Carpool
- Local bus service
- Metrobus
- Metrorail
- Walk
- Other

I'm normally car free

Number of miles

Number of round trip miles you will reduce/save by participating in Car Free Day, Saturday September 22, 2012.

Home Zip code

Work Zip code

County of Residence

Full Name

Address1

Please provide address/city to be eligible for a prize. You will not be placed onto mailing lists.




Address2

City

State

Email address

FOLLOW US ON





Promotion

PARK IT.

for the whole day, or drive less on saturday, september 22



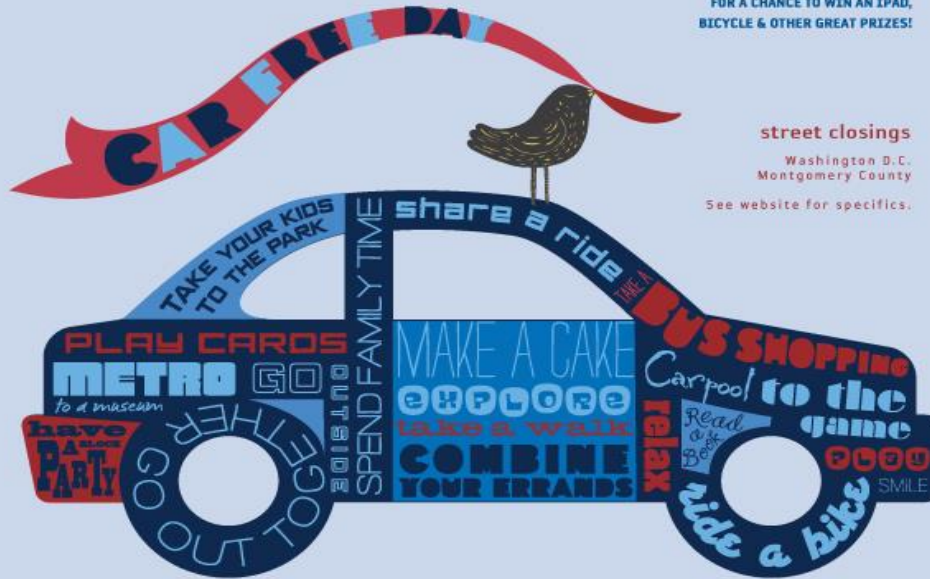
saturday
9.22.2012

TAKE THE FREE PLEDGE AT
CARFREEMETRODC.ORG
FOR A CHANCE TO WIN AN IPAD,
BICYCLE & OTHER GREAT PRIZES!

street closings

Washington D.C.
Montgomery County

See website for specifics.








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COMMUTER CONNECTIONSSM
carfreemetrodcc.org
800.745.RIDE



Website Takeover

LISTEN LIVE ▶ DC'S ROCK STATION    Free Live and Custom Radio 

ENTERTAINMENT NEWS
 **Kirk Hammett's solo tour**
The Metallica guitarist will begin touring for his new book 'Too Much Horror Business - The Kirk Hammett Collection'

ON AIR
 **Elliot In The Morning**
Man Stranded at Sea for Four Months Claims He Was Saved by a Shark

JUST PLAYED | PLAYLIST
One Mint Julep
Ray Charles
Only If For A Night
Florence And The Machine
Kill Your Heroes
Awolnation
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Home Listen Elliot On Air Music Photos Events Contests News Info


CAR FREE DAY
METRO DC
9.22.12

PLEDGE AT CARFREEMETRODC.ORG


COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

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TAKE YOUR CAR TO THE PARK
share a ride
PLAY CARDS
METRO DC
MAKE A CAKE
COMBINE YOUR TRAVEL
SPEND FAMILY TIME
Bike to work
Share a ride
Share a ride

CAR FREE DAY
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Car Free Day
2,915 likes · 33 talking about this

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Non-Profit Organization

About · Photos · Likes

Highlights

Car Free Day · 21 hours ago · 19
With the high cost of gasoline, Car Free Day is a great opportunity for everyone to try Car Free and Car-Lite alternatives and enter to win great prizes. To pledge to go Car Free or Car-Lite on September 22nd, visit www.carfreemetrod.org

Like · Comment · Share
5 people like this.

Write a comment...

Car Free Day shared a link.
August 28 · 14
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at www.carfreemetrod.org

Car Free Day
www.carfreemetrod.org
Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012. Go Car Free or Car-Lite and make a difference by bicycling, walking, carpooling, or taking transit. Pledge even if you're already using

Like · Comment · Share
5 people like this.

Write a comment...

Likes

- Commuter Connections** · Non-Profit Organization · Like
- World Carfree Day** · Non-Profit Organization · Like
- National Capital Region Transportation Planning Board** · Non-Profit Organization · Like
- Bike to Work Day** · Non-Profit Organization · Like

Car Free Day shared a link.
August 29 · 14
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes!

Car Free Day
www.carfreemetrod.org
Pledge today for a chance to win an Apple iPad, bicycle, or other great prizes!

Join us for part of a worldwide movement to celebrate sustainable transportation on Car Free Day, Saturday September 22, 2012. Go

Like · Comment · Share

CAR FREE DAY shared a link.
August 21 · 14

The DC metropolitan region's Car Free Day web site is now officially open. The goal is 10,000 pledges of residents to go car free or car-lite on Sat. Sept. 22nd.

<http://www.mwcog.org/commuter2/pdf/media/CarFreeDayPledgeSiteNowOpen.pdf>
www.mwcog.org

Like · Comment · Share · 1

6 people like this.

Colleen Beaty But it's a Saturday... wouldn't it be better served moved to a weekday, when people will be commuting?
August 21 at 11:35am · Like

CAR FREE DAY Great point Colleen. It's the first time since Car Free Day started being observed throughout metropolitan Washington in 2008 that the event falls on a Saturday. Ordinarily, when Car Free Day falls on a weekday, most of those who pledge to go car-free or "car-lite" are faced with finding alternative ways to get to and from work. This year, however, many Car Free Day participants will be focusing on finding alternatives like transit, bicycling, walking, and carpooling to get to and from all the places other than work that people travel. Hopefully for some this will lead to the use of these alternatives on a regular workday.
August 21 at 1:06pm · Like



Social Media

Twitter



PARK IT.
saturday, september 22

CAR FREE DAY
METRO DC



9.22.12

CAR FREE DAY
METRO DC

Commuter Connections

@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC metropolitan region on Sept 22nd. The event encourages individuals to uncar that day.

Tweet to Commuter Connections

@CarFreeMetroDC

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BeyondDC @beyonddc
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Tweets

Commuter Connections @CarFreeMetroDC 22h
Make a difference - bike, walk, carpool or take mass transit on Car Free Day Saturday, Sept. 22. Pledge at carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 28 Aug
Learn what fun a Car Free Saturday can be. Pledge to leave your car at home at carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 27 Aug
Hit just over 3,000 pledges for Car Free Day. Goal is to reach 10,000 before 9.22.12 www.carfreemetrodc.org
Expand

Commuter Connections @CarFreeMetroDC 24 Aug
Take the Car Free Day Pledge today for the chance to win an Apple iPad, a bicycle, or other great prizes. carfreemetrodc.org
Expand

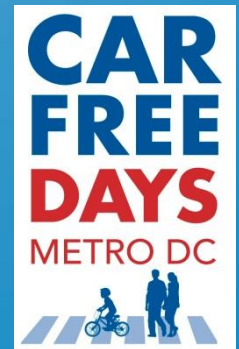
Commuter Connections @CarFreeMetroDC 21 Aug
DC region's Car Free Day web site officially open. Goal is 10,000 pledges to go car free or car-lite on Sept. 22nd mwco.org/commuter2/pdf/...
Expand

Commuter Connections @CarFreeMetroDC 14 Aug
Car Free Day is Sat, Sept 22nd. Have you registered yet? carfreemetrodc.org. Please RT.
Expand

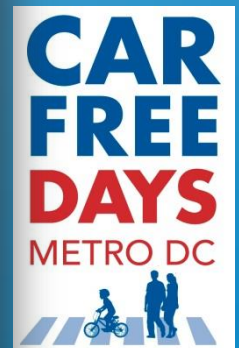
CAR FREE DAYS
METRO DC



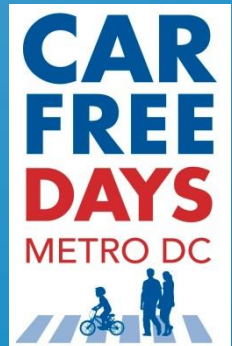
Transit Signage



Local Events

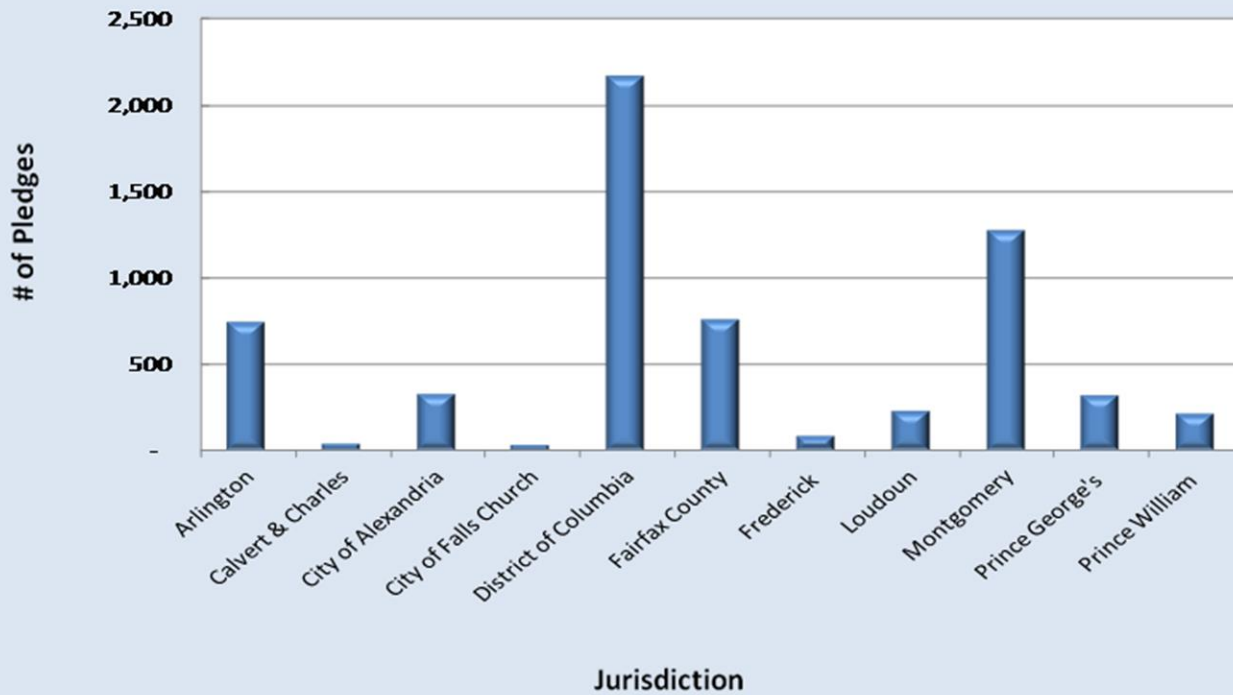


U.S. Street Closures

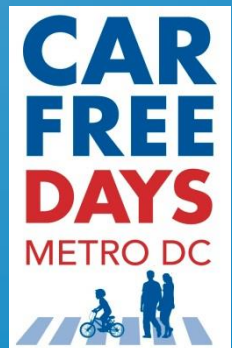


Pledges by Jurisdiction

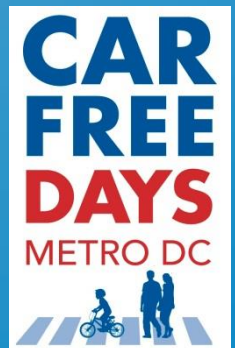
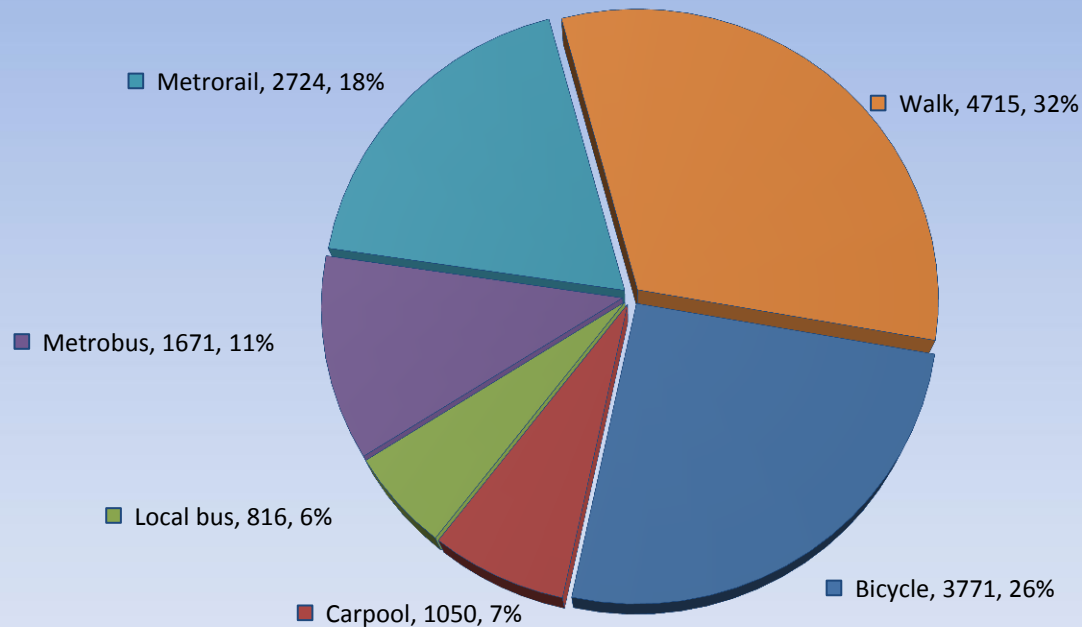
Car Free Day 2012 Pledges



Note: minimum 30 pledges

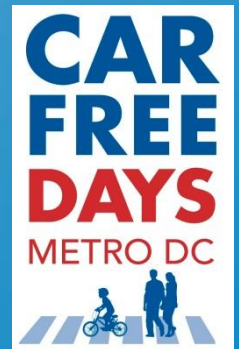


2012 Pledges by Transportation Mode



2012 Call To Action

- TPB Proclamation
- Goal 10,000 participants
- Pledges from TPB Members
- Marketing/Media Outreach
- Local Activities/Events
- Pledge Data Analysis



Questions

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